PICTURE OF YOU INHALING

Every smoker does, *sometimes*—increasing exposure to irritation. But consider! Eminent doctors report—

On comparing—the irritant quality in the smoke of the four other leading brands was found to average more than THREE TIMES that of the strikingly contrasted Philip Morris . . . and the irritation LASTS MORE THAN FIVE TIMES AS LONG!

Now—enjoy *complete* smoking pleasure . . . with never a worry about throat irritation!

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All Hands

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America's Finest Cigarette

THEY TASTE BETTER AND ARE PROVED BETTER FOR YOU!

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